



MORE POWER TO YOU

IOWA EVENTS CENTER IN DES MOINES

High Quality Farmers in Attendance!

The Iowa Power Farming Show is well known for its ability to attract top producers and serious buyers from Iowa and surrounding states.

98.4% of the exhibitors rate the quality of attendees as being better than or equal to other shows that they attend. Likewise 71.9% of the attendees rate the Iowa Power Farming Show to be better than others they attend.



Attended by exhibitors from 27 states and 4 Canadian provinces.

Exhibitor Friendly Show Days and Hours

Tuesday
February 2, 2016
9:00 – 4:00

Wednesday
February 3, 2016
9:00 – 4:00

Thursday
February 4, 2016
9:00 – 3:00

Iowa Events Center
Des Moines, Iowa

Third Largest Indoor Ag Show in North America

310,000 sq. ft. of Exhibit Space

The new Community Choice Convention Center adds a professional atmosphere to conduct business.

Our attendance is measured by admissions.
The 2015 attendance was 20,852.



It's pure AG!

The Iowa Power Farming Show is pure agriculture with huge displays of ag equipment; precision farming technology; seed, chemical & fertilizer; grain storage; livestock equipment; grain trailers; utility vehicles; buildings; farm management software; primary ag financial institutions and much more!

The complete list of the 2015 exhibitors may be viewed on
www.iowapowershow.com

Return on Investment:

62.0% of the exhibitors rate the Iowa Power Farming Show as being better than other shows they attend; 98.4% rate it as being better or the same.

Attendee Profile:

- 87.1% of all attendees were farm operators
- 855 acres was the average acreage size
- 97.5% of farmers grow corn, 92.6% soybeans, 35.6% hay and 6.8% other
- 36.2% of farmers have cattle, 17.9% hogs, 2.8% dairy and 6.1% other
- 11.8% of the attendees were from out of state

Exhibitor Friendly:

- Exhibitor friendly show days and hours. Tues. & Wed., 9:00 – 4:00 and Thurs., 9:00 – 3:00
- Booth rates include: 6' draped table, 2 folding chairs, wireless Internet, forklift service and pressure washer service
- Free parking and shuttle service from Principal Ball Park
- Company and/or brand name listed in show program and show website

Show Profile:

- 1,860 booth
- Third largest indoor ag show in North America
- 780 companies were represented
- Known for its **purity and quality** of ag-related exhibits
- \$50,000,000 was the estimated value of equipment on display at the show
- Endorsed, promoted and recommended by equipment dealers through the Iowa-Nebraska Equipment Dealers Association
- Attended by the major manufacturers

2016 Promotional Efforts:

- Promoted in Iowa, Southern Minnesota, Northern Missouri, Eastern Nebraska and Western Illinois. Over \$100,000 in promotional publicity
- Show program with show information, new products, exhibitor list and editorial published by *Iowa Farmer Today* and distributed prior to the show to 102,000 farmers in Iowa, Southern Minnesota, Northern Missouri, Western Illinois and surrounding counties in states bordering Iowa.
- WHO Radio (Des Moines) and KWMT Radio (Fort Dodge) broadcast live from the show to a statewide farm audience
- Other promotional effort includes posters in dealerships and Farm Credit Services offices; radio - *WMT (Cedar Rapids), Iowa & Missouri Brownfield Network and Linder Network in Minnesota*; print ads - *Fastline, Farm News, Minnesota Farm Guide, Minnesota Agri-News, IL Agri-News, etc.*, news releases and show website.



Iowa-Nebraska Equipment Dealers Assn.
8330 NW 54th Ave., Johnston, IA 50131
515-223-5119 • Fax: 515-223-7832
iowapowershow@ineda.com

www.iowapowershow.com

*“We noticed people as far away as central Wisconsin, Missouri, Nebraska, and Minnesota.”
RM Enterprises*

*“For the number of leads generated I would say that this show rivals some of the National Farm Shows. It is very well publicized and thus is very well attended. The hours of the show are very exhibitor friendly as they keep the crowd moving and get you out at a respectable time.”
Sukup Manufacturing*

“The number and quality of customers was the best I have ever seen at a tradeshow. Best indoor show that I participate in!” Stine Seed

“This was our first time attending. We are a brand new manufacturer and the show management was great to work with! We established 2-3 potential new dealers and sold a few products directly to attendees. We will be a long time exhibitor.” HMC Ind.

“The best indoor show in the midwest.” AgSynergy

“It’s a quick easy way to gain a lot of notable leads.” Flex-Till

“Working with you guys was wonderful. The service we received was great. This was one of the best shows we attended over the past 2-3 years.” Lowe Mfg.

“This was only our 2nd show, our 1st being the Neb. Power Farming Show. We just got back from the National Farm Show and discovered what a great job you folks do. Thanks for the great services and people to work with. O’Connell Farm Drainage Plows

*“We can meet more farm and ranch prospects in 3 days than we can all year with 4 outside salespeople.”
Inland Truck Parts & Service*